



## MEDIA SKILLS -ADVANCED (MESA)

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Great for executives and others...who have to deal skilfully with the media.

**Purpose:** This course is designed to give you an advanced understanding of how to convey your corporate message and values in all media. Advanced media interview skill techniques are taught, to enable you to joust with the best of them in the cut and thrust of a media onslaught. Discover how to appeal to journalists and fine tune your message to make it newsworthy, without losing the point or your credibility.

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### What you will learn:

These are private sessions designed with you, your job and your company in mind.

#### **In them you will learn...**

- How to convey your corporate message confidently.
- **How to sound convincing, authoritative and credible.**
- How to project your values.
- **How to match your tone with other people's and masterfully lead them into listening to what you've got to say.**
- Breathing techniques to help you keep cool when the pressure "hots up".
- **How to "cut to the chase" and lead the interview.**
- How to improve and fine tune your message.
- **How to deliver a clear message and get the results you want.**
- **And much, MUCH more!**

Duration of each session :

Hourly (2 hr)

Full Course is 3 x 2 hr sessions

Participants:

Individual coaching

Session:

\$ 450 + gst

Full Course :

\$1275 + gst

Payment Accepted:

Cash Cheque Invoice AMEX VISA MC

Location - The Voice Business,  
3, 66 Berry St, North Sydney  
NSW 2065 AU

Level

Tapes/CDs and Work notes included

Or by phone coaching

The Voice Business [www.voicebusiness.com](http://www.voicebusiness.com)  
Email us : [bookings@voicebusiness.com](mailto:bookings@voicebusiness.com)

**To make booking**



Call (02) 9957-4208